

**ABSTRACT OF THE DISCLOSURE**

An advertising article, an advertising method, and an advertising system relating to the provision of third party advertisements in association with conventional cigarette packaging. The article can be in the form of an advertising sleeve which is adapted to fit over a conventional cigarette package or in the form of an advertising package which is adapted to hold a conventional number of conventional cigarettes. The advertising article includes a body portion having four display panels adapted for the display of advertising material, means for attaching a first one of said four display panels to a second one of said four display panels, where at least one of said display panels of the body portion is used to display advertising. The advertising method of providing an advertising article for cigarettes to an advertiser includes receiving instructions regarding advertising material from the advertiser over a communications network, printing said advertising copy material on the display panels of the advertising article, and delivering the advertising article to the advertiser.

09996691-1-0001